

2007 Sample Press Release For Use by Local WIC Agencies

August is World Breastfeeding Month

(Name of local agency or clinic site) will celebrate World Breastfeeding Month on August (date) with (event or activities) at (address). The (event or activities) will be from (time) to (time).

The World Breastfeeding Month 2007 theme, *Loving Support Makes Breastfeeding Work*, focuses on increasing public support and acceptance of breastfeeding as the infant feeding norm.

Tracy Erickson, Texas WIC Breastfeeding Coordinator, said, "The key is to involve the entire community in supporting breastfeeding moms—in the hospital, home, workplace, and out in public. The theme is being used in Texas Women, Infants, and Children (WIC) nutrition clinics to educate clients and the community about the positive impact breastfeeding has on child health."

She added that most major health organizations agree that breast milk is the best food for babies. "But mothers need support to initiate and sustain optimal feeding practices -- especially breastfeeding -- within the family, community, workplace and health system," Erickson said.

Erickson stressed that encouraging mothers to breastfeed their infants and encouraging the community to support breastfeeding are important steps in health promotion in Texas. "The benefits for the state include not only healthier Texans, but also can lead to a significant reduction in health care costs.."

For more information about World Breastfeeding Month, visit the following websites:

Texas Department of State Health Services World Breastfeeding Month webpage:
<http://www.dshs.state.tx.us/wichd/bf/wbm.shtm>

World Alliance for Breastfeeding Action World Breastfeeding Month webpage:
<http://www.waba.org.my/wbw/index.html>

La Leche League International World Breastfeeding Month webpage:
<http://www.lllusa.org/lllusa/wbw.html>

For the breastfeeding policy statements from the American Academy of Pediatrics:
<http://aappolicy.aappublications.org/cgi/content/abstract/pediatrics;115/2/496>

For the breastfeeding policy statement form the American Academy of Family Physicians:
<http://www.aafp.org/x6633.xml>